



# THAILAND

## Market Fact Sheet

Thailand is the 17th largest agricultural export market of the United States, with \$1.79 billion in total export value in 2021.

Changes in the structure of Thai households and the pandemic have led to changes in how Thais eat, with a rising demand for convenient ready-to-eat meals, healthy food products, and food delivery.

Thailand also has a large food manufacturing sector that produces high-value products for the domestic and export markets. Thailand imported \$3.2 billion in food ingredients in 2021 to support its food manufacturing sector.

## Macroeconomy

- Population : 69.95 million
- GDP: \$506 billion (as of 02/2022)
- GDP per capita (USD): \$7,256 (as of 02/2022)

## Top WA-Origin Food and Agricultural Exports to the Thailand in 2021



Wheat



Dairy



Fish and Seafood



Apples



French Fries, Frozen



Cherries, Sweet, Fresh



Potatoes, Fresh



Preserved Fruits



Hay



Protein Concentrates and Textured Protein

## Key Players

**Retailers:** Central Food Retail, Gourmet Market, Villa Market, Foodland, UFM Fuji Super, MaxValu, Lotus's, Big C, Makro, 7-Eleven, Family Mart, Lawson 108

**Quick Service Restaurants (QSRs):** Starbucks, Au Bon Pain, Sizzler, McDonald's, Burger King, A&W

**Food Processing:** Charoen Pokphand (CP) Foods, Ichitan Group, Malee Group, President Bakery, Premier Marketing, Sappe, S&P Syndicate, Seafresh Industry



## Advantages and Challenges



- U.S. exporters can provide a variety of high-quality agricultural products ranging from fresh to processed foods.
- Thai officials and consumers highly regard U.S. food safety regulations.
- In 2030, the population with the age over 60 years old will increase to 27% of the total population. Many in the Thai elderly population can afford high-quality, premium products.
- Health-conscious consumers create new opportunities for U.S. exporters, particularly those who have products marketed as sustainable, containing all-natural ingredients, or have other marketable health features.



- U.S. products are generally less price competitive than comparable products from countries that have free trade agreements (FTA) with Thailand.
- A lack of local interagency communication and coordination causes interruptions in trade.
- Substitutes for American imports can be produced locally or regionally, frequently at lower cost.
- Supply chain challenges are increasing the time it takes to get product from the United States to Thailand.

## Best Product Prospects for U.S. Consumer Oriented Products

- Dried fruits and nuts
- Food preparation ingredients
- Whey
- Milk and cream
- Cheeses
- Popcorns
- Frozen potatoes
- Fresh fruits
- Cocoa preparations
- Beef
- Seafood
- Wines
- Pet food



### Sources

Top WA-Origin Food and Agricultural Exports to Thailand in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission  
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